

ABOUT RIVA DE LA ROSA

Riva de la Rosa is a collection of approachable and easy-to-drink white wines showcasing unique key wine regions across Italy. Named for the roses planted to watch over the vineyards, Riva de la Rosa, or “Shore of the Rose,” pays tribute to this ancient land. The powerful coastal influences are evident in each regional vineyard, with sea breezes and mineral-rich soils providing incredible salinity to the wines. The resulting wines are crisp, refreshing and energetic, reflecting the magic of Italy in every sip.

APPELLATIONS / TERROIR



VERDICCHIO

Riva de la Rosa's Verdicchio di Matelica originates from the terroir of Matelica in the upper Esina Valley, perched 450 meters above sea level, with soils rich in clay and gravel, and is located between the Adriatic and Tyrrhenian Seas. This wine, the first to receive DOC status in the Marche region in 1967, is inspired by the area's Roman history, evidenced by ancient mosaics that influence the label design.



VERMENTINO

Riva de la Rosa's Vermentino, known as “the wine of the sun and the sea,” is a light-bodied white wine produced on the Tuscan coast, benefiting from ample sun exposure and cool Mediterranean breezes. This dry, high-acidity wine, grown in stony soils, features flavors of peach and pear with a smooth salinity and mineral complexity akin to Sauvignon Blanc with a hint of Riesling.



GAVI

Riva de la Rosa's Gavi, made from Cortese grapes, originates from the hills of Terre del Gavi on the border between Monferrato and Liguria, where winemaking dates back to 972. The region's hilly terrain, with clay marl soils, cool Ligurian sea breezes, and abundant sun exposure, creates a microclimate that produces Gavi DOCG wines with bright citrus and floral notes and abundant minerality.



FRASCATI

Frascati, known as “the wine of kings and popes” and the “golden wine of the Romans,” has flourished in Rome for over two thousand years. This white wine is produced in the ancient town of Frascati, which sits on the rim of a dormant volcano, benefiting from rich volcanic soil, plentiful sunshine, and cool Tyrrhenian Sea breezes.



SAUVIGNON BLANC

The Friuli DOC is ideal for growing Sauvignon Blanc due to the influence of the nearby Alps and Adriatic Sea breezes. This prestigious region, with a history of viticulture dating back to the Romans, features alluvial plain and sandy soils that create a unique and refreshing flavor in the wine.

THE WINEMAKING

The Riva de la Rosa winemaking team employs modern and sustainable farming practices that allow for low yields high in flavor—overall, better-for-the-environment viticulture that stands out in the glass. The winemaking team carefully selects the grapes that best represent the varietal characteristics and treats them with simple techniques; the stainless steel maintains the vibrancy of the wines. The Riva de la Rosa portfolio consists of five classic white wines—Gavi, Vermentino, Frascati, Verdicchio, and Sauvignon Blanc. Traditionally, these varietals have a lighter body and lower alcohol due to the cooler coastal influences, making them easy to drink. The versatility of these wines makes them perfect for countless food pairings.



Piedmont, Italy Vineyards



Tuscany, Italy Vineyards

KEY SELLING POINTS

- Sauvignon Blanc at the \$15-19.99 price point grew +11% in 2023.*
- Italian Sauvignon Blanc grew +10.6% in 2023**
- A collection of approachable, easy-to-drink white wines revealing the purity and complexity of key wine regions across Italy.
- Named for the roses planted to watch over the vineyards and pay tribute to the traditions of this ancient land.
- Vineyard proximity to saltwater coastlines, sunshine and mineral-rich soils powerfully influence the wines.

TECHNICAL INFORMATION

Wine Name	GAVI	VERMENTINO	FRASCATI	VERDICCHIO	SAUVIGNON BLANC
Varietal Composition	Cortese	Vermentino, Petit Manseng	Malvasia, Grechetto, Trebbiano, Bombino	Verdicchio	Sauvignon Blanc
Designation	DOCG	IGT	DOC	DOC	DOC
Wine Characteristics	Floral, fruity, Meyer lemon, peach, minerality	White flowers, stone, Mediterranean spices, minerality, bright acidity	Floral, lemon, apricot, minerality	Herbal, savory, fresh acidity	White melon, tropical fruit, orange blossom and sage
Key Competitors	Villa Sparina Gavi, La Scolca Gavi, Pio Cesare	Antinori, Al Tesoro, Banfi, Argiolas	Principe Pallavicini, Fontana Candida	Bucci, Bisci, Felici	Kim Crawford, Avaline
SRP	\$18.99	\$18.99	\$16.99	\$16.99	\$18.99
Wine List Guidelines	Riva de la Rosa Gavi	Riva de la Rosa Vermentino	Riva de la Rosa Frascati	Riva de la Rosa Verdicchio	Riva de la Rosa Sauvignon Blanc

*Wines are listed in Progressive Tasting Order

*Source: NielsenIQ; Total U.S. xAOC + Liquor + Convenience; Calendar year 2023 | **Source: NielsenIQ; Total U.S. xAOC + Liquor + Convenience; Calendar year 2023